

U.S. Patent Application Serial No. 10/016,988

Docket: BS01371

Response to August 18, 2006 Office Action

**AMENDMENT TO THE CLAIMS**

[01] (Currently Amended) A method ~~for marketing~~, comprising:

~~defining a match between a user classification and an advertisement;  
receiving user data about a user associated with a user terminal from a  
plurality of sources;~~

collecting subscriber data about a subscriber's use of media programming,  
comprising

- i) identifying a command of interest from the subscriber, and
- ii) forming an event record that comprises the command of interest and a  
time associated with the command of interest;

merging the event record with data describing the media programming to form  
event timelines which describe the media programming selected by the subscriber over a  
period of time;

matching data from the event timelines with at least one relevant criteria  
describing which subscribers are desirable for receiving the selected advertisement; and  
when data from the event timelines matches the at least one relevant criteria, then  
identifying the subscriber as a desirable subscriber to receive an advertisement;

classifying the subscriber user in a user classification;  
communicating the media programming transmitting media content to the user  
terminal, wherein the media content comprises video; and

when a match is defined between the user classification and the advertisement,  
then inserting the advertisement in the media programming media content if a match is  
defined between the user classification and the advertisement.

[02] (Currently Amended) The method of claim 1, wherein the subscriber user data comprises  
user viewing selections.

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- [03] (Currently Amended) The method of claim 1, further comprising, receiving a user identification associated with the user, wherein a plurality of users are associated with a ~~the~~ user terminal.
- [04] (Currently Amended) The method of claim 1, wherein the subscriber user data comprises sales data and user viewing selections, ~~and further comprising detecting a relationship between the sales data and the user viewing selections, wherein said step of classifying if a relationship between the sales data and the user viewing selections is detected.~~
- [05] (Currently Amended) The method of claim 4, ~~wherein said step of detecting a relationship further comprises:~~ comprising detecting a relationship between the sales data and the event timelines ~~user viewing selections if the user views advertisements for a product and purchases the product.~~
- [06] (Currently Amended) The method of claim 1, ~~wherein said step of classifying the user further comprising~~ comprises classifying the user in the user classification when if the subscriber ~~user~~ data satisfies a predefined parameter.
- [07] (Currently Amended) The method of claim 1, wherein ~~said step of inserting the advertisement further comprises embedding the advertisement into the media content programming.~~
- [08] (Currently Amended) The method of claim 1, wherein the subscriber user data comprises global computer network viewing data.
- [09] (Currently Amended) The method of claim 1, wherein the subscriber user data comprises survey data.
- [10] (Currently Amended) The method of claim 1, wherein the subscriber user data comprises sales data.

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- [11] (Original) The method of claim 1, wherein the advertisement comprises an image embedded into media content.
- [12] (Original) The method of claim 1, wherein the advertisement comprises a video program.
- [13] (Original) The method of claim 1, wherein the advertisement comprises a banner.
- [14] (Original) The method of claim 1, wherein the advertisement appears at the same time as an electronic program guide.
- [15] (Currently Amended) A system for delivering targeted advertisements to a user, comprising the system operative to:

~~a server in communication with a user terminal;~~  
~~user data stored on the server, wherein said user data is collected from a plurality of sources;~~

~~a classification module configured for defining a match between a user classification and an advertisement, and classifying a user in a user classification based on said user data; and~~

~~a broadcasting station in communication with said server configured for transmitting media content to the user terminal and inserting the advertisement in the media content if a match is defined between the user classification and the advertisement~~

collecting subscriber data about a subscriber's use of media programming,  
comprising

i) identifying a command of interest from the subscriber, and

ii) forming an event record that comprises the command of interest and a time associated with the command of interest;

merging the event record with data describing the media programming to form event timelines which describe the media programming selected by the subscriber over a period of time;

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matching data from the event timelines with at least one relevant criteria  
describing which subscribers are desirable for receiving the selected advertisement; and  
when data from the event timelines matches the at least one relevant criteria, then  
identifying the subscriber as a desirable subscriber to receive an advertisement;  
classifying the subscriber in a user classification;  
communicating the media programming to the user; and  
when a match is defined between the user classification and the advertisement,  
then inserting the advertisement in the media programming.

- [16] (Currently Amended) The system of claim 15, wherein the subscriber ~~user~~ data comprises user viewing selections.
- [17] (Currently Amended) The system of claim 15, further operative to receive ~~wherein the classification module is further configured for receiving~~ a user identification associated with the user, ~~wherein a plurality of users are associated with the user terminal.~~
- [18] (Currently Amended) The system of claim 15, further operative to detect ~~wherein the user data comprises user viewing selections and sales data, wherein said classification module is further configured for detecting~~ a relationship between the sales data and the event timelines ~~user viewing selections; and~~  
~~classifying the user in a user classification if a relationship between the sales data and the user viewing selections is detected.~~
- [19] (Currently Amended) The system of claim 15, further operative to detect ~~wherein said classification module is further configured for detecting~~ a relationship between the sales data and event timelines when ~~user viewing selections~~ if the user views advertisements for a product and purchases the product.
- [20] (Currently Amended) The system of claim 15, further operative to classify ~~wherein said classification module is further configured for classifying~~ the user in the user classification when if the user data satisfies a predefined parameter.

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- [21] (Currently Amended) The system of claim 15, further operative to embed the advertisement into the media programming wherein said broadcast station is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter.
- [22] (Currently Amended) The system of claim 15, wherein the subscriber ~~user~~ data comprises global computer network viewing data.
- [23] (Currently Amended) The system of claim 15, wherein the subscriber ~~user~~ data comprises survey data.
- [24] (Original) The system of claim 15, wherein the advertisement comprises an image embedded into media content.
- [25] (Original) The system of claim 15, wherein the advertisement comprises an image embedded into media content.
- [26] (Original) The system of claim 15, wherein the advertisement comprises a video program.
- [27] (Original) The system of claim 15, wherein the advertisement comprises a banner.
- [28] (Original) The system of claim 15, wherein the advertisement appears at the same time as an electronic program guide.